

1 of 4

**Showing Buylines: All Lines**

Agency ( )	NATIONAL MEDIA RESEARCH PLANNING	Rep Firm	( ) WASHINGTON
	815 SLATERS LANE	Sales Office (	) JAMIE ANDRUS
	ALEXANDRIA, VA 22314	Salesperson (	
Agency C/P1/P2/E	155/426/2601		
Flight Dates	09/28/2012 - 10/04/2012	Salesperson Phone#	202-872-1155
Hiatus Weeks		Salesperson FAX#	

\*\*\*\*\*NONDISCRIMINATIONS\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	F	KSL 5 NW TDY 2	6A-7A	:30	09/28-09/28	1	\$200.00	1
Rating: 2.8								
2	M-TH	KSL 5 NW TDY 2	6A-7A	:30	10/01-10/04	4	\$200.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
6	F	TODAY SHW	7A-8A	:30	09/28-09/28	1	\$450.00	1
Rating: 2.8								
7	M-TH	TODAY SHW	7A-8A	:30	10/01-10/04	4	\$450.00	4
Rating: 2.8								
Buyline Comment: 1/DAY								
11	SU	MEET PRESS-SUN	8A-9A	:30	09/30-09/30	1	\$150.00	1
Rating: 1.2								
12	F	TODAY SHW2	9A-10A	:30	09/28-09/28	1	\$200.00	1
Rating: 1.4								
13	M-TH	TODAY SHW2	9A-10A	:30	10/01-10/04	4	\$200.00	4
Rating: 1.4								
Buyline Comment: 1/DAY								
17	F	KSL 5 NWS-NOON	12P-1P	:30	09/28-09/28	1	\$200.00	1
Rating: 1.2								

Rep Order# 7880879  
EC'd Yes

Ver#	5	Mod#	2	Status	Confirmed
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**Traffic Order# 23688**

Prin

Printed: 09/25/2012 4:03 PM

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**EC'd Yes**

100

**Last Received:** 09/25/2012 12:50 PM

204

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) NRCC-NATL REPUB CONG  
Product NRCC IE 2012  
Estimate# 2601  
Buyer TRACEY ROBINSON  
Phone#  
Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
815 SLATERS LANE  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 155/426/2601  
Flight Dates 09/28/2012 - 10/04/2012  
Hiatus Weeks

Rep Firm ) WASHINGTON  
Sales Office ( ) JAMIE ANDRUS  
Salesperson ( )  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

[illegible]

18 M-TH KSL 5 NWS-NOON  
Rating: 1.2  
Buyline Comment: 1/DAY

12P-1P	:30	10/01-10/04	4	\$200.00
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22 SU SU EDTN-LINDSY  
Rating: 0.8

9A-930A	:30	09/30-09/30	1	\$80.00
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23 F KATIE  
Rating= 1.6

4P-52	:30	09/28-09/28	1	\$160.00

24 M-TH KATIE  
Rating: 1.5

4R-52 :30 10/01-10/04 4 \$150.00

28 F KSL 5 NWS AT 5  
Rating: 2.8

5P-530P	:30	09/28-09/28	1	\$400.00
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29 M-TH KSL 5 NWS AT 5  
Rating: 2.8

SP-530P	:30	10/01-10/04	4	\$400.00

33 F KSL 5 NWS AT 6  
Rating: 3.8

5P-630P	:30	09/28-09/28	1	\$500.00
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34 M-TH KSL 5 NWS AT 6  
Rating: 3.8

6P-630P :30 10/01-10/04 4 \$500.00

38 SA KSL 5 NWS AT 6  
Rating: 2.4

5P-630P	:30	09/29-09/29	1	\$225.00
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39 F  
Rating: 3.0

5302-7P	:30	09/28-09/28	1	\$400.00

Rep Order# 7880879 Ver# 5 Mod# 2 Status Confirmed Traffic Order# 23688 Printed: 09/25/2012 4:03 PM 3 of 4  
 EC'd Yes Last Received: 09/25/2012 12:50 PM Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
 Advertiser ( ) NRCC-NATL REPUB CONG  
 Product NRCC IE 2012  
 Estimate# 2601  
 Buyer TRACEY ROBINSON  
 Phone#  
 Fax#

Agency ( ) NATIONAL MEDIA RESEARCH PLANNING  
 815 SLATERS LANE  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E 155/426/2601  
 Flight Dates 09/28/2012 - 10/04/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) WASHINGTON  
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 Salesperson Phone# 202-872-1155  
 Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
40	M-TH	KSL 5 NWS-6:30	630P-7P	:30	10/01-10/04	4	\$400.00	4
Rating: 3.0								
Buyline Comment: 1/DAY								
44	SU	NBC SUN-FTEL	615P-930P	:30	09/30-09/30	1	\$3,500.00	1
Rating: 8.5								
45	SU	KSL NFL EDITION	930P-10P	:30	09/30-09/30	1	\$800.00	1
Rating: 6.7								
46	M-TU,TH	KSL 5 NWS-10	10P-1035P	:30	10/01-10/04	3	\$1,800.00	3
Rating: 7.3								
Buyline Comment: 1/DAY								
49	SA	KSL 5 NWS-10	10P-1035P	:30	09/29-09/29	1	\$1,200.00	1
Rating: 5.5								
50	SU	KSL 5 NWS-10	10P-1035P	:30	09/30-09/30	1	\$2,100.00	1
Rating: 8.6								
51	F	TONITE SHW	1035P-1137P	:30	09/28-09/28	1	\$550.00	1
Rating: 3.4								
52	TU-W	TONITE SHW	1035P-1137P	:30	10/02-10/03	2	\$550.00	2
Rating: 3.4								
Buyline Comment: 1/DAY								
54	SA	SPORTS BEAT SA	1035P-1105P	:30	09/29-09/29	1	\$375.00	1
Rating: 3.0								
55	SU	SPORTS BEAT SU	1035P-11P	:30	09/30-09/30	1	\$475.00	1
Rating: 4.4								
56	SA	L&O SVU	8P-10P	:30	09/29-09/29	1	\$800.00	1

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---REPORT TOTALS---  
 Report Totals: 56 / \$29,305.00

---SALES MONTHLY TOTALS---  
 Sep 12: 19 / \$12,765.00  
 Sales Totals: 56 / \$29,305.00  
 Station Totals: 56 / \$29,305.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$97,683	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null  
 Demos RA35+